



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Media Placement Service
709 Westchester Drive
Suite 101
Highpoint, NC 27262

Contract # 338947

Schedule Dates 10/29/12-11/05/12
Advertiser Troxler Commissioner Agriculture (9768)
Agency Media Placement Service (2733)
Product Political - State Candidate (1071)
Brand POLITICAL (28001)
Salesperson Wade, Dave (1546)
Sales Office WSOC-TV
Buyer Name Verrillo, Dan
Phone/Fax (336) 289-2955 / 1659
Account Types Local/Political
Billing Type Standard
Comments

Date Entered 10/25/12
Last Modified 10/25/12
Entered By Dave Wade
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,747.50
Net Total \$9,902.50
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Nov. 2012
Grand Total:
Spots 20
Rate \$11,650.00
\$11,650.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/30/12-11/02/12	S	:30	6P-6:30P (EST)	2		X	X	X	X			2	\$1,100.00	\$2,200.00	Charlotte (WSOC)		10/25/12
2.0	Normal Line / Spot	10/30/12-11/02/12	S	:30	5A-5:30A (EST)	2		X	X	X	X			2	\$425.00	\$850.00	Charlotte (WSOC)		10/25/12
3.0	Normal Line / Spot	10/30/12-11/02/12	S	:30	8A-9A (EST)	2		X	X	X	X			2	\$425.00	\$850.00	Charlotte (WSOC)		10/25/12
4.0	Normal Line / Spot	10/30/12-11/02/12	S	:30	10A-11A (EST)	2		X	X	X	X			2	\$375.00	\$750.00	Charlotte (WSOC)		10/25/12
5.0	Normal Line / Spot	10/30/12-11/02/12	S	:30	12P-12:30P (EST)	2		X	X	X	X			2	\$375.00	\$750.00	Charlotte (WSOC)		10/25/12
6.0	Normal Line / Spot	10/30/12-11/02/12	S	:30	3P-4P (EST)	2		X	X	X	X			2	\$375.00	\$750.00	Charlotte (WSOC)		10/25/12
7.0	Normal Line / Spot	10/30/12-11/02/12	S	:30	5A-5:30A (EST)	2		X	X	X	X			2	\$425.00	\$850.00	Charlotte (WSOC)		10/25/12
8.0	Normal Line / Spot	10/30/12-11/02/12	S	:30	8A-9A (EST)	2		X	X	X	X			2	\$425.00	\$850.00	Charlotte (WSOC)		10/25/12
9.0	Normal Line / Spot	10/30/12-11/02/12	S	:30	10A-11A (EST)	2		X	X	X	X			2	\$425.00	\$850.00	Charlotte (WSOC)		10/25/12
10.0	Normal Line / Spot	10/30/12-11/02/12	S	:30	12P-12:30P (EST)	2		X	X	X	X			2	\$425.00	\$850.00	Charlotte (WSOC)		10/25/12
11.0	Normal Line / Spot	10/30/12-11/02/12	S	:30	3P-4P (EST)	2		X	X	X	X			2	\$425.00	\$850.00	Charlotte (WSOC)		10/25/12
12.0	Normal Line / Spot	10/30/12-11/02/12	S	:30	5A-5:30A (EST)	2		X	X	X	X			2	\$425.00	\$850.00	Charlotte (WSOC)		10/25/12

CONFIRMATION CONTRACT

Date:

Accepted Station

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

Weekend P/B Piggy Back

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

☐ FEDERAL CANDIDATE
(check applicable box)

☒ STATE/LOCAL CANDIDATE

Station and Location:

W50C-TV

Date:

10-10-12

I, Roggy Shultz

being/on behalf of:

Steve Troler

qualified candidate of the

Republican

- a legally

in the General

election to be held on:

Nov. 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
All Attached					

Total Charges:

\$9901.50